

ABSTRACT

A method to promote the use of consumables in an imaging device. The method includes detecting consumption of a consumable. When the consumption of a predefined quantity of the consumable has been detected, a user of the imaging device is rewarded. The reward can be retrieved from an Internet site, or retrieved from a local memory device. The method can also include basing the reward on the value of the consumable product consumed, as well as on the origin of the consumable product. The step of detecting the consumption of the consumable can include calculating an estimated consumption of the consumable, including the consumption of an image forming substance such as ink or toner. The step of detecting the consumption of the consumable can also include counting the consumption of the consumable, such as sheets of media.